

**From:** [Jose Gonzalez](#)  
**To:** ["Rena Leddy"](#)  
**Subject:** FW: Fashion District 1st Quarter Report  
**Date:** Friday, April 24, 2015 1:27:00 PM  
**Attachments:** [image005.png](#)  
[image003.png](#)  
[image006.png](#)  
[image002.png](#)  
[CLA2015.1st quarter activity report.doc](#)

---

If the City prefers the format below, I can do it. The sample table below only covers expenses – we should ask Rick whether we also need to include the revenues?

---

**From:** Rena Leddy [mailto:[rena@fashiondistrict.org](mailto:rena@fashiondistrict.org)]  
**Sent:** Friday, April 24, 2015 11:57 AM  
**To:** Jose Gonzalez  
**Subject:** FW: Fashion District 1st Quarter Report

Does this make sense to you? (see below) Can you provide this? I also attached the 1<sup>st</sup> quarter report for you.

**From:** Rick Scott [mailto:[rick.scott@lacity.org](mailto:rick.scott@lacity.org)]  
**Sent:** Friday, April 24, 2015 11:48 AM  
**To:** Rena Leddy  
**Cc:** Rosemary Hinkson  
**Subject:** Re: Fashion District 1st Quarter Report

So, just to be clear, the BID expenses listed about halfway down page 14 are the amounts spent in 2015 from 01/01/2015 to 3/31/15? If that's right, would it be possible for the BID to report a running YTD like the example (below) as the year progresses?

Also, you don't need to send me a hard copy but when you send it electronically, please label the file something like "Fashion District 2015 1st quarter report" and so on. Thanks.

### **3<sup>rd</sup> QUARTER FINANCIALS**

<b>Budget Category</b>	<b>Annual Budget</b>	<b>3<sup>rd</sup> Quarter Amount Spent</b>	<b>Y-T-D Amount Spent</b>	<b>Projected 4th Qtr Spending</b>
Security	\$ 250,000	\$ 60,000	\$ 188,000	\$ 62,000
Maintenance	\$ 250,000	\$ 62,000	\$ 189,000	\$ 61,000
Marketing	\$ 250,000	\$ 59,000	\$ 208,000	\$ 42,000
Administration	\$ 150,000	\$ 37,500	\$ 112,500	\$ 37,500
Contingency	\$ 100,000	\$ 20,000	\$ 50,000	\$ 10,000
<b>TOTAL</b>	<b>\$1,000,000</b>	<b>\$ 238,500</b>	<b>\$ 747,500</b>	<b>\$ 212,500</b>

On Fri, Apr 24, 2015 at 11:23 AM, Rena Leddy <[rena@fashiondistrict.org](mailto:rena@fashiondistrict.org)> wrote:

| Yes to both of your questions.

**From:** Rick Scott [mailto:[rick.scott@lacity.org](mailto:rick.scott@lacity.org)]  
**Sent:** Friday, April 24, 2015 11:16 AM  
**To:** Rena Leddy  
**Cc:** Rosemary Hinkson  
**Subject:** Fwd: Fashion District 1st Quarter Report

I hit send before I was finished.

Question 2) the spreadsheet on page 15 is only for 1st quarter 2015? and is in line with approximately a quarter's worth of spending for the year so far according to the management plan?

----- Forwarded message -----

**From:** Rick Scott <[rick.scott@lacity.org](mailto:rick.scott@lacity.org)>  
**Date:** Fri, Apr 24, 2015 at 11:08 AM  
**Subject:** Re: Fashion District 1st Quarter Report  
**To:** Rena Leddy <[rena@fashiondistrict.org](mailto:rena@fashiondistrict.org)>  
**Cc:** Rosemary Hinkson <[rosemary.hinkson@lacity.org](mailto:rosemary.hinkson@lacity.org)>

Just a couple of questions:

- 1) The info on pages 3-13 reports only on activities undertaken during the 1st quarter of 2015?
- 2)

On Fri, Apr 24, 2015 at 10:31 AM, Rena Leddy <[rena@fashiondistrict.org](mailto:rena@fashiondistrict.org)> wrote:

Hi Rick,

Attached is the LA Fashion District's 1<sup>st</sup> Quarter Report. As it's my first one, please let me know if you need anything else and if I need to email this to anyone else. Also, do you need a hard copy?

Thanks!  
Rena

**Rena Masten Leddy** | Managing Director



**LA Fashion District BID**

110 E 9th Street Suite A 1175

Los Angeles, CA 90079

tel: [213-488-1153](tel:213-488-1153) x 713

fax: [213-488-5159](tel:213-488-5159)

cell: [310-600-3247](tel:310-600-3247)

[www.fashiondistrict.org](http://www.fashiondistrict.org)



--

Rick Scott  
Neighborhood and Business Improvement District Division  
Office of the City Clerk  
[213.978.1121](tel:213.978.1121) direct  
[213.978.1099](tel:213.978.1099) main  
Fax [213.978.1130](tel:213.978.1130)  
[Rick.Scott@lacity.org](mailto:Rick.Scott@lacity.org)

--

Rick Scott  
Neighborhood and Business Improvement District Division  
Office of the City Clerk  
[213.978.1121](tel:213.978.1121) direct  
[213.978.1099](tel:213.978.1099) main  
Fax [213.978.1130](tel:213.978.1130)  
[Rick.Scott@lacity.org](mailto:Rick.Scott@lacity.org)

--

Rick Scott  
Neighborhood and Business Improvement District Division  
Office of the City Clerk  
[213.978.1121](tel:213.978.1121) direct  
[213.978.1099](tel:213.978.1099) main  
Fax [213.978.1130](tel:213.978.1130)  
[Rick.Scott@lacity.org](mailto:Rick.Scott@lacity.org)